

## CLAIMS

What is claimed is:

1. Temperature Indicating Beverage Cup comprising:
  - a ceramic beverage holding cup;
  - an integral, applied thermochromatic display fixedly printed on the outside wall of said ceramic cup;
  - said thermochromatic display having a plurality of printed segments, each said segment correlating to a temperature range; and
  - said segments revealing a written or numeric display as the temperature causes said thermochromatic to transition from opaque to transparent.